Heros of Pymoli Observable Trends

With the data provided, the number of players, gender and age demographics, as well as purchasing habits were evaluated.

At the time the data was gathered, it was determined there were a total of 576 players. Of these players, 84.03% were males. It was also determined from ages ranging from >10 to over 40 years of age, the 20 -24 age group made up almost half of the players at 44.79%.

In regard to purchases made, males purchased 652 of the total 780 purchases spending a total of $1,967.64. This was 82.7% of total purchases made. And, as expected the 20-24 age group purchased $1,114.06 which was 44.79% of total purchase.

Total purchases made during the time data was gathered was $2,379.77. The top spender purchased 5 items spending a total of $18.96, so individual players weren’t spending a ton of money. What money they did spend was for the purchase of Oathbreaker, Last Hope of the Breaking Storm. This item had the highest purchase count of 12 items and was also the most profitable item sold.

Overall, gender and age demographics were the most helpful in telling a story with this data.